

TOTO

Life Anew

For Immediate Release

For more information, contact:

Lenora Campos, Ph.D.

917.593.6752

lcampos@toto.com

Braden Bradley

212.277.3743

Braden.Bradley@edelman.com

TOTO Introduces the GO and LB Faucet Designs and L and G Accessory Lines

Company Extends Its Global Fittings Collection with Two New Faucet Families and Four Accessories Series

(Morrow, GA) February 19, 2019 — In 2018, TOTO announced an exciting new direction in its global fittings business and introduced five faucet families to the North American market. This year, TOTO continues this direction with the introduction of two additional faucet series – GO, winner of the 2017 international RED DOT “Best of the Best” Award for its ground breaking design, and LB, which adds style and comfort to any bath space. To accompany its expanded faucet offerings, TOTO also introduces the G and L accessories lines. Delighting in the sophisticated look of these new faucets and accessories, design-savvy and designers homeowners will also enjoy many additional benefits that go well beyond their refined aesthetic appeal.

GO Faucet Series

Inspired by the subtle grace of the natural world, TOTO’s GO faucet family expresses a refined, delicate beauty with its fusion of organic forms with the fluidity of its elegant, sleek lines. It evokes the image of young, healthy plant stretching upward toward the sun as it draws nourishment from the earth below.



These matchless lavatory faucets illustrate refined style with their graceful organic design and unique top- or side-mount single handle. The GO faucet will serve as a sophisticated statement piece in any bath.

WaterSense labelled, these ultra high-efficiency faucets with durable brass construction flow at 1.2 gallons per minute (gpm). They offer TOTO’s COMFORT GLIDE technology, which features a special ceramic disk mixing cartridge with a Diamond-Like Carbon coating to ensure ease of use and extended life. They are available in Polished Chrome, Polished Nickel and Brushed Nickel finishes.



reddot award 2017
best of the best

For its ground breaking design, the GO Faucet Series received the 2017 RED DOT Award’s “Best of the Best” prize, which is reserved for the best products in a category.

-- more --

TOTO

Life Anew



Paper Holder and Towel Ring from the L Round Accessory Series

The GO Faucet Series offers single handle, wide-spread, semi-vessel, vessel, side handle and wall mount options for the lavatory. For the bathtub, it is available as a wide-spread tub filler with an optional handshower.

G Series Bathroom Accessories

With an elegant modern design, the high-luxe G Series of Bathroom Accessories represent the finishing touch to any high-end bath space design. They are available in two designs – round and square.

The round G series Bathroom Accessories are inspired by the ever changing beauty of nature. Simple soft, gently rounded lines define its modern design and present an alluring natural style to the bathroom. Available as a paper holder, towel bar, robe hook and towel ring, these beautiful accessories are easy to install and ADA compliant. They are currently available in Polished Chrome and Brushed Nickel finishes.

The G series square Bathroom Accessories are available in a modern square design inspired by simple, aristocratic elegance. These elegantly refined bathroom coordinates are offered as a paper holder, towel bar, robe hook and towel ring. Easy to install, they are ADA compliant and currently available in Polished Chrome and Brushed Nickel finishes.

LB Faucet Series

The LB faucet family embodies the maxim that the simplest designs can be the most beautiful. Characterized by a simple arrangement of cylindrical shapes, the LB faucet defies expectation with the smooth curves that join its components. In this way, the LB faucet brings to mind the juxtaposition of organic elements with a manmade environment—almost like the branches of a tree emerging against the backdrop of an urban cityscape.



The LB Faucet Series' demure, modern aesthetic will harmonize beautifully with simple, sophisticated bath settings.

This elegantly simple faucet family is equipped with a high-efficiency 1.2 gallons-per-minute aerator to conserve water and help reduce splash.

Like the GO faucet series, the LB Faucet Series embodies TOTO's people-first innovation philosophy. They provide superb performance, excellent ergonomics, precision manufacturing, and absolute reliability. Adjusting their water temperature and flow is easy for people of all ages and abilities with their handsome lever handles. TOTO believes that great design, like great performance, is for everyone.

TOTO

Life Anew

These sleek Polished Chrome faucets feature durable brass bodies and ceramic disk mixing cartridges, which exceed the industry standard for longevity and superior performance throughout the products' lifetime. The LB Faucet Series is WaterSense labelled and flows at 1.2 gpm.

For the lavatory, the LB Faucet Series offers single handle, widespread, semi-vessel, vessel and wall-mount styles. For the bathtub, it is available as a wide-spread tub filler with an optional handshower. It is currently available in Polished Chrome.

L Series Bathroom Accessories

With its relaxed transitional design, the [L Series of Bathroom Accessories](#) is designed to coordinate with TOTO's transitional faucet styles such as LB, LF, Oberon, Kean and Silas to name but a few.

The round L Series Accessories are characterized by a classic contemporary elegance while the square L Series Bathroom Accessories are inspired by clean sculptural lines and classic forms. They feature everything needed to accessorize a bath space, including towel bar, towel shelf, paper holder, towel ring and a robe hook for a complete, coordinated bathroom.

TOTO'S new GO and LB faucet series and L and G accessory families will add alluring design to bath environments in home, hospitality, and commercial settings. With their premium materials and high-quality construction, these new faucet and accessory series will ensure their owners worry-free performance for years to come.

Journalist's Note: High-resolution digital images of TOTO's new GO and LB Faucet Series are available for download from TOTO's Online Press Room or immediately upon request.

About TOTO

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the world's largest manufacturer of bathroom fixtures and fittings with \$5.2 billion dollars in annual sales (as of March 2018). For the past 100 years, TOTO has been the recognized leader in innovation, technology, performance, and design with products that enhance the luxury bathroom experience. Today, the company maintains 32,481 employees in 20 countries and owns manufacturing facilities around the world in countries as diverse as Japan, Mexico, Germany, the USA, India and China. Guided by its [corporate philosophy](#), the TOTO Global Group strives to create a great company, trusted by people all around the world, which contributes to the betterment of society. Dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty and performance, TOTO is the sole plumbing manufacturer to maintain a research and development center devoted to universal design, advanced science, and technology. Consumers enjoy the peace of mind that comes from knowing they purchased a brand that innovates to improve people's quality of life. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the U.S. Environmental Protection Agency. The company continues to raise industry standards and consumer expectations as to

TOTO

Life Anew

what is possible in the bath space, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5. Follow TOTO on Twitter ([@TOTOUSA](https://twitter.com/TOTOUSA)) and become a [TOTO fan](#) on Facebook.

#